SYNOPSIS

Ph.D in Commerce

STRATEGIES FOR DIGITALISATION AND MARKETING OF SELECT GEOGRAPHICAL INDICATION (GI) TAGGED PRODUCTS

Submitted By

PRIYANKA.U

[19PHCOF005]

Supervisor

Dr.V.VIMALA

Department of Commerce

Submitted To

Avinashilingam Institute for Home Science and Higher Education

for Women, Coimbatore – 641 043

March – 2023

Strategies for Digitalisation and Marketing of Select Geographical Indication (GI) Tagged Products

1.1 Introduction

India is a land of diverse landscapes, with boundless rural areas linked to rich cultural and traditional values. It consists of several indigenous goods in the form of handicrafts and agricultural. The gold mine of Geographical Indications (GI) is India (Vinayan, 2012). As endowed with a wide variety of region-made products, adequate protection was critical. Therefore in compliance with the WTO agreement of Trade-Related Intellectual Property Rights (TRIPS)," The Geographical Indication of Goods (Registration and Protection) Act, 1999." has been enacted. As per Section 3 of the TRIPS agreement (Article 22.1) defines "*Geographical Indication as indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristics of the good is essentially attributable to its geographical origin ".* The promotion and marketing of GI products have a critical role socially, economically, and culturally. It creates a significant impact in eradicating poverty and developing rural areas (Dogan and Gokovali, 2012).

Digitalisation enables smaller producers to employ unrecognised resources and develop opportunities to communicate with existing and online consumers in an integrated manner (Eid and El-Gohary, 2013). Despite the known advantages, the majority of micro-businesses do not utilise digital marketing tools (Tamminen, H. M., and Karjaluoto, 2015). Handicrafts and small-scale businesses can really benefit from using a digital marketing plan. However, the absence of such acceptance led to a wider gap between larger corporations and smaller companies in their ability to achieve higher growth and explore novel prospects. Thus, small-scale organisations require distinct Digital Technology Adoption and footprints compared to larger firms (Harrigan et al., 2011 and Nguyen et al., 2015).

Hence this study focuses on building effective strategies for digitalisation and marketing of Select Geographical Indication (GI) Tagged products.

1.2 Review of Literature

The review of literature are carried out into two main categories, namely –

(A) Geographical Indication (GI) Tagged Products

01. Marketing and Digitalisation of GI Tagged Products
02. Promotional Strategies for GI Tagged products
03. Consumer Behaviour towards GI products

04. Socio-economic impact of GI Tagged traditional Products and

05. Protection of Geographical Indication (GI)

(B) Digital Marketing Strategies Theoretical Background/Conceptual Framework

Enormous research studies were conducted on Consumer Willingness to pay for Geographical Indication Tagged Products (GITPs) and inadequate research was found in the area of Digitalisation and Marketing Strategies of Geographical Indication Tagged Products in the select area.

Table – 1
Summary of Literature Review

Theme Wise	National	International	Total
(A) Geographical Indication Tagged Products (GITPs)			
01. Marketing, Digitalisation , E-marketing of GI Tagged Products	9	12	21
02. Promotional strategies for GI Tagged products	1	7	8
03. Consumer Behaviour towards GI products	9	17	26
04. Socio-economic impact of GI Tagged traditional Products	3	12	15
05. Protection of Geographical Indication (GI)	3	6	9
Total	**25**	**54**	**79**
(B) Digital Marketing Strategies Theoretical/Conceptual Framework	15	9	24
Total	**40**	**63**	**103**

Source: Computed Data [2020 – 2023]

1.3 Research Gap

Literature reviews carried out in the area of Geographical Indication Tagged Products are enormous in many countries and it is identified that the studies relating to the Strategies for Digitalisation of Geographical Indication Tagged Products in India is inadequate. Hence, the study intense to develop appropriate Digital Marketing Strategies to market the Geographical Indication Tagged Products (GITPs) globally.

1.4 Statement of the Problem

The emergence of Information Technology paved the way of carrying out business, even making minor products to reach worldwide consumers. Further, the rural economy has taken a paradigm shift towards Science and Technology, thereby ignoring the very fundamentals of handicrafts and agricultural products. The country has a reached a point where it is difficult to revive the rural economy due to inadequate support given to artisans and farmers. Today, the global market for crafts is projected to reach around USD 700 billion by 2019, whereas India's present share is still below two percentage, representing a significant growth opportunity (Export

Promotion Council). Thereby it is vital to identify GI products in a domestic context having colossal export potential and is consumed widely. The most incredible agony is that many of these geographical origin products are on the verge of extinction, thus creating a broader gap in supply and demand. It is due to the lack of awareness and promotion. The only possible option available at the global level is to encourage the production and marketing of Geographical Indications Tagged products.

Moreover, the digitalised platforms will act as a greatest tactic for boosting sales and marketing. In this background, a study is required for developing exclusive strategies for digitalisation and marketing of Select Geographical Indication (GI) Tagged Products.

1.5 Scope of the Study

The scope of the study is concentrated on Kerala covering 12 districts producing 23 Geographical Indication Products (11 – Handicrafts and 12 – Agricultural).

1.6 Objectives of the Study

The objectives of the study are –

01. To examine the types of digital platforms used by GI producers as a marketing strategy to reach consumers;
02. To evaluate the producer's perceptions on strategic values and benefits of marketing through digitalisation;
03. To understand the relevance of organisational readiness, challenges and opportunities, with implementing digitalisation as a marketing strategy;
04. To analyse the key determinants influencing the consumer's buying intentions of GI products through digitalisation;
05. To study the marketing strategies used, and to identify the current issues confronting the GI producers in the state of Kerala; and
06. To develop the suitable strategies for Digitalisation and Marketing of Geographical Indication Tagged Products.

1.7. Hypotheses of the Study

The hypotheses of the research study is carried out in two categories –

(a) I – Geographical Indication (GI) Producers

01. **H1** – There is a significant difference in average income earned before and after digitalisation of GI business.
02. **H2** – There is a significant difference in the mean score of extent of acceptance regarding overall strategic values gained from digitalisation of GI business between Farming and non - farming domain producers.
03. **H3** – There is a significant difference in the mean score of extent of acceptance regarding overall actual ease of use of digitalisation of GI business between Farming and non - farming commodity domain producers.
04. **H4** – There is a significant difference in the mean score of extent of acceptance regarding overall actual usefulness of digitalisation of GI business between Farming and non - farming commodity domain producers.

05. **H5** – Organisational readiness has a significant influence on intention to adopt digitalisation in GI business.

06. **H6** – Challenges have a significant influence on intention to adopt digitalisation in GI business.

(b) II – Geographical Indication (GI) Consumers

01. **H1 –** The perceived usefulness of digitalisation (e-commerce) platform has a direct and significant influence on consumers' actual intention of buying GI products online.

02. **H2 –** The perceived usefulness of digitalisation (e-commerce) platform has a significant influence on consumers' attitude towards buying GI products online.

03. **H3 –** The perceived ease of use of digitalisation (e-commerce) platform has a significant influence on consumers' attitude towards buying GI products online.

04. **H4 –** The perceived risk of using digital (e-commerce) platform has a significant influence on consumers' attitude towards buying GI products online.

05. **H5 –** The perceived risk of using digital (e-commerce) platform has a direct significant influence on consumers' actual intention of buying GI products online.

06. **H6 –** A positive attitude towards digitalisation (e-commerce) has a significant influence on consumers' actual buying GI products online.

07. **H7 –** Actual intention of buying through digitalisation is dependent on the age group of the consumers.

1.8 Research Methodology and Sources of Data

The present study is based on the primary and secondary data. Primary data was collected by interview with GI Producers, GI Consumers, and Secretaries of Cooperative Society. Secondary data were collected from GI Books, Newspapers (Economic Times, Business Line, The Hindu), Geographical Indication Registry, Journals, Working Papers, and Reports of GI Registry.

1.9 Sampling Design and Framework

The present study adopted Multi – Stage sampling technique. In the first phase, Kerala state was selected covering 12 Districts. In the second phase, a total 23 Geographical Indication Tagged Products was chosen from Kerala as per the record of Geographical Indication Registry of Intellectual Property Rights from April – 2003 to March – 2022. In the third phase, 400 GI Producers of select region were proportionately selected. In the fourth phase, 400 GI consumers from select area were chosen by using Snow Ball sampling.

* Sample Size

Cochran's (1977) formula was used to determine the sample size for GI producers and consumers. The optimum sample size arrived was 383 for producers and 384 for consumers.

1.10 Data Base of the Study

Database of the study is collected using Research Instrument / Structured Questionnaire for GI Producers, Secretaries of Cooperative Society, Registrar of Geographical Indication Registry and from the Consumers of Geographical Indication Tagged Products.

1.11 Statistical Tools and Techniques

To analyse the collected data, suitable statistical tools and techniques were used such as Descriptive Statistics, Paired T – Test, T – Test, Mean Score Analysis, Chi – Square, Data Quality Test and SEM Analysis.

1.12 Period of the Study

The study period of the research is clearly indicated in the below table –

Table – 2

Sources of Data and Period of Study Classified Year Wise

SI. No.	Category	Secondary Source of Data		Primary Source of Data	
		GI Producers	GI Consumers	GI Producers	GI Consumers
01.	GI Tagged Products Studies	1970 – 2021 (53)	2002 –2020 (26)	2021 – 2022 [409]	2021 – 2022 [412]
02.	Digital Marketing Studies	2003 – 2021 (13)	1989 – 2007 (11)		
Sub Total		**66**	**37**	**409**	**412**
Grand Total		**103**		**812**	

Source – Computed Data [2020 – 2023]

Note* – The number indicated in parenthesis is total number of Literatures collected and studied.

The number Indicated in Big Brackets refers to the total number of GI producers and consumers contacted for the study.

(Out of 821 sample collected,21 were rejected due to impartial responses from the respondents)

1.13 Limitation of the study

(a) Only two products are excluded from the study namely Maddalam and Nilumbur Teak.

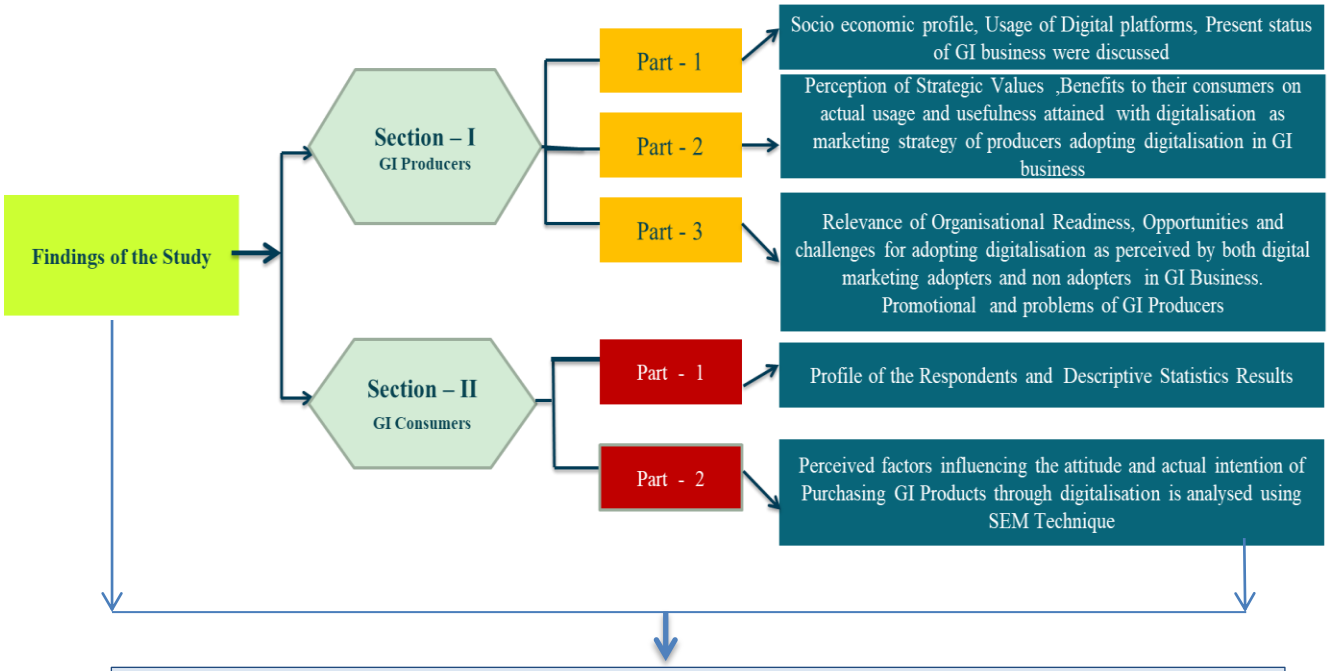
(b) Geographical Indication Tagged Products of Kerala were only studied.

1.14 Scheme of the Report

Chapters	Name of the Chapters
I	Research Design
II	Review of Literature
III	Research Methodology
IV	Geographical Indication Tagged Products – Conceptual Framework
V	Brief Profile of Select GI Tagged Products of Kerala
VI	Strategies for Digitalisation and Marketing of Geographical Indication Tagged Products – An Empirical Evidence
VII	Findings of the Study
VIII	Conclusion
IX	Bibliography
X	Questionnaires/Research Instrument
XI	Appendix

1.15 Major Findings of the of Study

The present study is subsequently carried out in two major sections –


Findings of the Study
Section – I
GI Producers
Part - 1
Part - 2
Part - 3
Socio economic profile, Usage of Digital platforms, Present status of GI business were discussed
Perception of Strategic Values ,Benefits to their consumers on actual usage and usefulness attained with digitalisation as marketing strategy of producers adopting digitalisation in GI business
Relevance of Organisational Readiness, Opportunities and challenges for adopting digitalisation as perceived by both digital marketing adopters and non adopters in GI Business. Promotional and problems of GI Producers
Section – II
GI Consumers
Part - 1
Part - 2
Profile of the Respondents and Descriptive Statistics Results
Perceived factors influencing the attitude and actual intention of Purchasing GI Products through digitalisation is analysed using SEM Technique

Digital Marketing Strategies for GI Tagged Products

01. Social Media Marketing Strategy (SMM):
WhatsApp group chat tactics with a distinctive group name (Example - GI Products) status update (With GI product showcase and click to chat features.)

02. Location Based with GPS Marketing Strategy (LMS):
A location-based marketing strategy can employ device location using GPS and notifications offering about a GI product or proximity present a good chance to improve sales as GI is heavily concentrated on a certain geographic place.
Mobile internet and accessibility for smart phones will enable the producers to showcase the product with GI logo which will serve as a method to raise brand awareness.

03. Digital Identity Strategy (DIS):
Facebook avatars, Customer interaction, Hash tags, Keywords (#GI Products), GI viral posts can act as push medium strategy.
High social media awareness presents a good opportunity to increase GI product digital sales with low cost investment.

04. Inbound Strategy (IS):
Search Engine optimisation- websites, Content marketing are used very less among the producers. Workshops can be arranged to use SEO. Displaying of major information about the regional origin and Traditional benefits will drive up the content marketing. Further builds up the trust among the consumers.

05. Website and Product Filtering e – Commerce Strategy (WPFe CS):
User friendliness GI website with GI filters, review systems, "Country of Origin (COO)" filters, can enable ease of use and increase the website quality.

Section – I: GI Producers Perception on Digitalisation of GI Products.

Majority of GI Producers were men who are between 40-50 years and more than half of the producers earned an income of less than fifty thousand in a year. GI Farmers were more than the artisans and weavers in Kerala. Out of total respondents, only 118 adopted digital platforms for marketing and remaining 282 still didn't use any of the digital platforms for the GI promotion. Producers adopted digital marketing used Social media platforms mainly Whatsapp and Facebook. Other digital tools were not at all used by the producers. The non-adopters producers were familiar with the social media platforms mainly whatsapp and Facebook pages. The Perceived Ease of use of Digitalisation in GI Business was consumers find e – commerce convenient to use for purchasing GI products. To increase the awareness of GI products is the Perceived usefulness of Digitalisation in GI. The organisational readiness indicated by the digital marketing adopters in GI business were that they have adequate logistic support for ecommerce delivery and solution to the issue of competitiveness Challenges include limited resources, lack of time and inadequate infrastructural facilities. The opportunities from digitalisation of GI business were new customer acquisition. The problems faced by Kerala GI producers were the absence of common centre for stock accumulation and production of duplicate GIs.

Section – II: GI Consumers intention to adopt digitalisation for Product Purchase

Kuthampully set sarees and Mundu, Aranmula Kannadi, and Palakkadan matta rice were top most popular and high on demand. Kaipad rice, Screw pine craft of Kerala, was least popular. GI Tag awareness is very low among the respondents. Majority of them seek traditional benefits and country of origin while purchasing GIs. Perceived usefulness creates positive and direct influence towards GI purchase digitally.

1.16 Suggestions of the Study

Smart phone allocation to family heads and intensive trainings should be arranged. In order to improve digital GI sales; the non – digital adopters should be made aware of the strategic value of digitalisation through workshops in villages headed by DIIPT. Dedicating Exclusive GI Websites. Partnering up with flipcart, ecommerce platforms with GI product filter. Allocation of marketing heads and creation of multimedia visual contents for GI products.

1.17 Conclusion

Geographical Indication Tagged Products are regional products which poses the uniqueness and characteristics due to place of origin. The outcome contributes to the best strategies for marketing and digitalisation of GI products in the globalised world, benefitting each producer and headway in developing strategies for promotion.

The research finding enables to recognise the benefits of GI products, enabling the government and the producers to understand the ways to market the product. Effective strategy formulation for marketing and digitalisation can contribute as one of the best works to increase the market base and awareness of GI Product. Producers and government can adopt these formulated strategies to make more successful GIs, thereby contributing towards the dream of achieving self-reliant India.

1.18 Future Scope of the Research

01. Adoption of Block Chain Technology in GI Tagged Products.
02. Cultural Code and Ethnocentrism towards Geographical Indications Tagged Products.
03. Study on Cross – Sectional Analysis of GI Tagged Products between different nations.

1.19 References and Notes

* Aggarwal, R., Singh, H., & Prashar, S. (2014). Branding of geographical indications in India: A paradigm to sustain its premium value. International Journal of Law and Management, 56(6), 431–442. https://doi.org/10.1108/IJLMA-08-2012-0029

* Acharya, A. S., Prakash, A., Saxena, P., & Nigam, A. (2013). Sampling: why and how of it? Indian Journal of Medical Specialities, 4(2). https://doi.org/10.7713/ijms.2013.0032

* Anson, C. J., & Pavithran, K. B. (2013). Pokkali rice production under geographical indication protection: The attitude of farmers. Journal of Intellectual Property Rights, 19(1), 49–53.

* Belletti, G., Marescotti, A., & Touzard, J. M. (2017). Geographical Indications, Public Goods, and Sustainable Development: The Roles of Actors' Strategies and Public Policies,2017 (June), 45–57. https://doi.org/10.1016/j.worlddev.2015.05.004

* Belletti,G.;Burgassi,T.;Marescotti,A.;Scaramuzzi,S.The effects of certification costs on the success of a PDO/PGI. In Quality Management in Food Chains; Wageningen Academic Publishers: Wageningen, The Netherlands, 2007; pp. 107–121

* alboli, I. (2015). Geographical Indications of Origin at the Crossroads of Local Development, Consumer Protection and Marketing Strategies. IIC International Review of Intellectual Property and Competition Law, 46(7), 760–780. https://doi.org/10.1007/s40319-015-0394-0

* Krishnaprabu, S. (2019). Digital India-Major initiatives and their impact: A critical analysis. International Journal of Recent Technology and Engineering, 8(1C2), 953–957.

* Vinayan, S. (2012). Intellectual property rights and the handloom sector: Challenges in implementation of geographical indications act. Journal of Intellectual Property Rights, 17(1), 55–6.

1.20 Publications, Awards and Recognition

01. Publications

SI.No.	Author	Title of the Article	Social Science Indexed Scopus Journals/WoS	UGC Care Journal	Researcher Ids
1.	Priyanka.U and Dr.V.Vimala	Impact of National Handloom Development Programme (NHDP) – Adoration to GI Tagged Kuthampully Sarees,	Journal of Intellectual Property Rights,(JIPR), ISSN –0971 -7544,E-ISSN – 0975 - 1076Vol 26,July 2021,Pg No - 235 – 240, http://nopr.niscair.res.in/handle/123456789/58371	------	**Author –** 1. **Scopus id –** 57414966200 2. **Researcher ID –**AAY-7205-2021 3. **Google Scholar -** AU99SLwAAAAJ 4. **Orchid – 0000 –** 0002-3272 – 8843 5. **Vidwaan** -229458
2.	Priyanka.U and Dr.V.Vimala	Vital Role of Atmahnirbar Bharat Abhiyan (ANBA) In Revitalisation of Geographical Indicated (GI) Tagged Palakkadan Matta Rice	-----	Shodh Sanchar Bulletin ISSN - 2229 – 3620,Issue No – 40,2021,Page No – 150 – 154 UGC Care SI.No.44	**Co – Author –** 1. **Scopus ID :** 57414966300 2. **Researcher ID** ABA-3906-2021 3. **Google Scholar ID**: AzwHDZ0AAAAJ 4.**ORCID ID** : 000-0002-0128-9171 5.**Microsoft Academic Search ID**: 2632688868 6.**Vidwan ID** : 104822
3.	Priyanka.U and Dr.V.Vimala	Consumer Preferences Towards Geographical Indicated (GI) Tagged Products And Purchasing Proclivity Through Digital Mode	-----	Sambhodi, ISSN – 2249 – 6661, Issue No – 04, Vol No – 43,Page No – 64 – 7,UGC Care SI.No.339	
4.	Priyanka.U and Dr.V.Vimala	Geographical Indicated (GI) Products of The Regional Ethnocentrism Of Kerala Prudently Influences Consumer Behaviour	Revista Geintec Gestao Innovacao e Technologies, ISSN – 2237– 0722, Vol.11 No 4 ,Page No – 2008 – 2018, https://doi.org/10.47059/revistageintec.v11i4.2250	-----	
5.	Priyanka.U and Dr.V.Vimala	Consumer Preferences Towards Geographical Indication – An Conjoint Analysis	------	South Indian Journal of Social Sciences ISSN - 0972 – 8945 Issue – December 2022, UGC Care SI.No.332	

02. Recognitions

SI. No.	Name of the Fellowship	Name of the sponsoring Institution	Date
01.	ICSSR Doctoral Fellowship Awardee	Indian Council of Social Science Research (ICSSR)	23.12.2021
02.	Dr.T.S. Avinashilingam Fellowship	Avinashilingam Institute for Home Science and Higher Education For Women, Coimbatore	01.06.2020

03. Awards / Achievements

SI. No.	Description	Name of the university/Institutions/ College	Title/category for the award	Name of the Award	Year
01.	7th International Conference on Interdisciplinary	Western Sydney University, Australia	Researcher Category	Young Researcher Award	02.04.202

	Research for Sustainable Development 2021				
02.	International conference on Research and Innovations	International Council of Social Reforms & Research	Academic Excellence	Best Researcher Award	25.09.2022

04. Other Research Activities [Since January 2020 – December 2022]

SI. No.	Research Activities	Total
01.	Paper Presentation at National and International Conferences	12
02.	Publications in Scopus/WOS/UGC Care	06
03.	Workshops at National and International	19
04.	Webinars attended	25
05.	Faculty Development Programmes	06
	Total	**68**

05. Further Awaiting Research Work

SI. No.	Author	Title of the Article	Social Science Indexed Scopus Journals/WoS	UGC Care Journal	Expected date of Publication
01.	Priyanka.U and Dr.V.Vimala	Consumer Preference's Towards Geographical Indication – An Conjoint Analysis	------	South Indian Journal of Social Sciences ISSN – 0972 – 8945 UGC Care SI.No. – 332	December 2022
02.	Priyanka.U And Dr.V.Vimala	Artisans Expectation Towards Geographical Indications (GI) – Impact on Rural Development	Journal of Management Studies ISSN No – 0022 – 2380		January 2023